

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Previously presented): A method of telephone call initiation through an on-line search performed on a computing device, the method comprising

the computing device receiving user entry of a search request

the computing device transmitting the search request

the computing device receiving a search response responsive to the search request, the search response including

at least one hit corresponding to the search request

an ad having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with a merchant phone number associated with the dial link and a user phone number

the computing device displaying the search response including the display portion of the dial link

the computing device recognizing user activation of the dial link, wherein the user activation includes the user clicking on the display portion of the dial link using an input device

the computing device generating a call trigger in accordance with the instructions in the search response, the call trigger to initiate a multi-leg phone call with a user telephone associated

with the user phone number and a merchant telephone associated with the merchant phone number, the user telephone and the merchant telephone separate and distinct from each other and separate and distinct from the computing device.

Claim 2 (Previously presented): The method of telephone call initiation through an on-line search of claim 1 further comprising

the computing device displaying a merchant page.

Claim 3 (Original): The method of telephone call initiation through an on-line search of claim 1 wherein the dial link includes a merchant identifier.

Claim 4 (Original): The method of telephone call initiation through an on-line search of claim 3 wherein the merchant identifier comprises a database key for retrieving a merchant phone number.

Claim 5 (Original): The method of telephone call initiation through an on-line search of claim 1 wherein the dial link includes a merchant phone number.

Claim 6 (Previously presented): The method of telephone call initiation through an on-line search of claim 1, wherein generating the call trigger further comprises

the computing device sending a message to a billing system to charge the merchant for the user activating the dial link.

Claim 7 (Previously presented): The method of telephone call initiation through an on-line search of claim 1 further comprising

- the computing device activating a browser
- the computing device pointing the browser to a search system
- the browser receiving the search request.

Claim 8 (Original): The method of telephone call initiation through an on-line search of claim 1 wherein the search response is a web page.

Claim 9 (Previously presented): The method of telephone call initiation through an on-line search of claim 1 further comprising

- the computing device receiving a user phone number entered or selected from one or more previously entered phone numbers.

Claim 10 (Original): The method of telephone call initiation through an on-line search of claim 1, wherein activating the dial link comprises a pointing device clicking on the dial link.

Claim 11 (Previously presented): A method of telephone call initiation through an on-line search, the method comprising

- a server receiving ad purchase data from a merchant over a network, the ad purchase data including an ad display condition, ad content information, a merchant on-line address and a merchant phone number

the server receiving a search request sent by a search requester over the network via a computing device

the server obtaining a search result over the network in response to the search request

the server preparing a search response including

one or more displayable hits

a displayable ad based upon the ad content information, the ad further having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with the merchant phone number and a user phone number associated with a user telephone separate and distinct from the server and the computing device

the server transmitting the search response over the network to the search requester.

Claim 12 (Original): The method of telephone call initiation through an on-line search of claim 11, wherein the ad display condition includes at least one of key words, strings, concepts, URLs, portions of URLs.

Claim 13 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the search requester comprises a user at a client computer.

Claim 14 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the triggering instructions are included in the dial link.

Claim 15 (Previously presented): The method of telephone call initiation through an on-line search of claim 14 wherein the triggering instructions include instructions for displaying a web page at a merchant computing device at the merchant on-line address.

Claim 16 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the search response is a web page.

Claim 17 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the dial link includes a merchant identifier.

Claim 18 (Original): The method of telephone call initiation through an on-line search of claim 17 wherein the merchant identifier comprises the merchant phone number.

Claim 19 (Original): The method of telephone call initiation through an on-line search of claim 17 wherein the merchant identifier is associated with the merchant phone number.

Claim 20 (Previously presented): The method of telephone call initiation through an on-line search of claim 11 further comprising

the server sending a message to a billing system for charging for triggering the multi-leg phone call.

Claim 21 (Previously presented): An apparatus for telephone call initiation through an on-line search comprising

a user input device

a display device

a processor

a memory

wherein the processor and the memory comprise circuits and software for

receiving user entry of a search request

transmitting the search request over a network

receiving over the network a search response responsive to the search request, the search response including

at least one hit corresponding to the search request

an ad having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link instructions for triggering a multi-leg phone call with a merchant phone number associated with the dial link and a user phone number

displaying the search response including the display portion of the dial link recognizing user activation of the dial link, wherein the user activation includes the user clicking on the display portion of the dial link using an input device

generating a call trigger in accordance with the instructions in the search response, the call trigger to initiate a multi-leg phone call with a user telephone associated with the user phone number and a merchant telephone associated with the merchant phone number, the user telephone and the merchant telephone separate and distinct from each other and separate and distinct from the computing device.

Claim 22 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the processor and the memory further comprise circuits and software for displaying a merchant page.

Claim 23 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the dial link includes a merchant identifier.

Claim 24 (Original): The apparatus for telephone call initiation through an on-line search of claim 23 wherein the merchant identifier comprises a database key for retrieving a merchant phone number.

Claim 25 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the dial link includes a merchant phone number.

Claim 26 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, wherein the processor and the memory further comprise circuits and software for sending a message to a billing system to charge the merchant for the user activating the dial link.

Claim 27 (Previously presented): The apparatus for telephone call initiation through an on-line search of claim 21, the processor and the memory further comprise circuits and software for

activating a browser

pointing the browser to a search system

receiving the search request in the browser.

Claim 28 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the search response is a web page.

Claim 29 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, wherein the processor and the memory further comprise circuits and software for receiving a user phone number entered or selected from one or more previously entered phone numbers.

Claim 30 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, wherein the circuits and software for activating the dial link recognize the user input device clicking on the dial link.

Claim 31 (Previously presented): An apparatus for telephone call initiation through an on-line search comprising

- a user input device

- a display device

- a processor

- a memory

- wherein the processor and the memory comprise circuits and software for

- receiving ad purchase data from a merchant over a network, the ad purchase data including an ad display condition, ad content information, a merchant on-line address and a merchant phone number

receiving a search request sent by a search requester over the network via a computing device

obtaining a search result over the network in response to the search request

preparing a search response including

one or more displayable hits

a displayable ad based upon the ad content information, the ad further having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with the merchant phone number and a user phone number associated with a user telephone separate and distinct from the server and the computing device

transmitting the search response over the network to the computing device of the search requester.

Claim 32 (Original): The apparatus for telephone call initiation through an on-line search of claim 31, wherein the ad display condition includes at least one of key words, strings, concepts, URLs, portions of URLs.

Claim 33 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the search requester comprises a user at a client computer.

Claim 34 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the triggering instructions are included in the dial link.

Claim 35 (Previously presented): The apparatus for telephone call initiation through an on-line search of claim 34 wherein the triggering instructions include instructions for displaying a web page at a merchant computing device at the merchant on-line address.

Claim 36 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the search response is a web page.

Claim 37 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the dial link includes a merchant identifier.

Claim 38 (Original): The apparatus for telephone call initiation through an on-line search of claim 37 wherein the merchant identifier comprises the merchant phone number.

Claim 39 (Original): The apparatus for telephone call initiation through an on-line search of claim 37 wherein the merchant identifier is associated with the merchant phone number.

Claim 40 (Original): The apparatus for telephone call initiation through an on-line search of claim 31, wherein the processor and the memory further comprise circuits and software for sending a message to a billing system for charging for triggering the multi-leg phone call.

Claim 41 (Currently amended): A computer program product for telephone call initiation through an on-line search, the computer program product stored on a machine readable medium comprising computer software having instructions for causing a processor to
receive user entry of a search request into a search request

transmit the search request over a network

receive a search response over the network responsive to the search request, the search response including

at least one hit corresponding to the search request

an ad having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with a merchant phone number associated with the dial link and a user phone number

display the search response including the display portion of the dial link

recognize user activation of the dial link, wherein the user activation includes the user clicking on the display portion of the dial link using an input device

generate a call trigger in accordance with the instructions in the search response, the call trigger to initiate a multi-leg phone call with a user telephone associated with the user phone number and a merchant telephone associated with the merchant phone number, the user telephone and the merchant telephone separate and distinct from each other and separate and distinct from ~~the computing device~~, a computing device in which the processor is located.

Claim 42 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 further comprising computer software having instructions for causing the processor to display a merchant page.

Claim 43 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 wherein the dial link includes a merchant identifier.

Claim 44 (Original): The computer program product for telephone call initiation through an on-line search of claim 43 wherein the merchant identifier comprises a database key for retrieving a merchant phone number.

Claim 45 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 wherein the dial link includes a merchant phone number.

Claim 46 (Original): The computer program product for telephone call initiation through an on-line search of claim 41, wherein the instructions for causing the processor to generate the call trigger further comprise instructions for causing the processor to send a message to a billing system to charge the merchant for the user activating the dial link.

Claim 47 (Previously presented): The computer program product for telephone call initiation through an on-line search of claim 41, the computer software having instructions for causing the processor to

activate a browser

point the browser to a search system

receive the search request in the browser.

Claim 48 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 wherein the search response is a web page.

Claim 49 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 further comprising computer software having instructions for causing the processor to receive a user phone number entered or selected from one or more previously entered phone numbers.

Claim 50 (Original): The computer program product for telephone call initiation through an on-line search of claim 41, wherein the instructions for causing the processor to activate the dial link comprise instructions for causing the processor to recognize a pointing device clicking on the dial link.

Claim 51 (Previously presented): A computer program product for telephone call initiation through an on-line search, the computer program product stored on a machine readable medium comprising computer software having instructions which when executed cause a server to perform actions comprising

receiving ad purchase data from a merchant over a network, the ad purchase data including an ad display condition, ad content information, a merchant on-line address and a merchant phone number

receiving a search request sent by a search requester over the network via a computing device

obtaining a search result over the network in response to the search request

preparing a search response including

one or more displayable hits

a displayable ad based upon the ad content information, the ad further having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with the merchant phone number and a user phone number associated with a user telephone separate and distinct from the server and the computing device

transmitting the search response over the network to the search requester.

Claim 52 (Original): The computer program product for telephone call initiation through an on-line search of claim 51, wherein the ad display condition includes at least one of key words, strings, concepts, URLs, portions of URLs.

Claim 53 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the search requester comprises a user at a client computer.

Claim 54 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the triggering instructions are included in the dial link.

Claim 55 (Previously presented): The computer program product for telephone call initiation through an on-line search of claim 54 wherein the triggering instructions include instructions for displaying a web page at a merchant computing device at the merchant on-line address.

Claim 56 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the search response is a web page.

Claim 57 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the dial link includes a merchant identifier.

Claim 58 (Original): The computer program product for telephone call initiation through an on-line search of claim 57 wherein the merchant identifier comprises the merchant phone number.

Claim 59 (Original): The computer program product for telephone call initiation through an on-line search of claim 57 wherein the merchant identifier is associated with the merchant phone number.

Claim 60 (Previously presented): The computer program product for telephone call initiation through an on-line search of claim 51 further comprising computer software having instructions which when executed cause the computing device to send a message to a billing system for charging for triggering the multi-leg phone call.

Claim 61 (Canceled)